

Weiqing Zhang

Jones Graduate School of Business
Virani Undergraduate School of Business
Rice University

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EDUCATION

- Ph.D. Marketing, New York University, 2024
- M.S. Business Administration, Washington University in St. Louis, 2019
- B.A. Mathematics and Economics, *summa cum laude*, DePauw University, 2014

APPOINTMENTS

- 2024.7– Rice University
Assistant Professor of Marketing, 2024–present

RESEARCH AREAS

Substantive: Media Content and Consumption, Digital Platforms and Small Businesses' Welfare, Product Returns

Methodological: Structural Models, Causal Inference, Natural Language Processing, Field Experiments, Empirical IO, Machine Learning

PUBLICATIONS

1. Xiang Hui, Zekun Liu, and Weiqing Zhang. "From High Bar to Uneven Bars: The Impact of Information Granularity in Quality Certification." *Management Science* (2023).
2. Siham El Kihal, Tülin Erdem, Christian Schulze, and Weiqing Zhang. "Customer Return Rate Evolution." *International Journal of Research in Marketing* (forthcoming).

WORKING PAPERS

1. Weiqing Zhang, Zekun Liu, Xiao Liu, and Eitan Muller. "The Power of Livestream Shopping: Boosting Revenues and Catalyzing Spillovers." **Risky Revision** at *Journal of Marketing Research*.
2. Zekun Liu, Weiqing Zhang, Xiao Liu, Eitan Muller, and Feiyu Xiong "Success and Survival in Livestream Shopping." **Major Revision** at *International Journal of Research in Marketing*.
3. Weiqing Zhang, and Masakazu Ishihara. "The Impacts of Content Inclusiveness and Content Moderation Practices: Evidence From a Social Media Platform" **Under Review**

SELECTED WORK IN PROGRESS

1. Masakazu Ishihara, and Weiqing Zhang. “Estimating the Trends of Product Categories: Evidence from the U.S. Motion Picture Industry.”
2. Weiqing Zhang, Siham El Kihal, Tülin Erdem, and Christian Schulze. “Product Returns and Umbrella Branding.”

CONFERENCE PRESENTATIONS (*= CO-AUTHOR PRESENTED)

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| 2025 | Biz AI Conference: AI Applications in Business Research, Dallas, TX |
| 2024 | Conference on Artificial Intelligence, Machine Learning, and Business Analytics, New Haven, CT |
| 2024 | Interactive Marketing Research Conference, Boston, MA |
| 2023 | ISMS Marketing Science Conference, Miami, FL |
| 2023 | Marketing Science: Diversity, Equity and Inclusion Conference, Dallas, TX |
| 2022 | Workshop on Information System and Economics, Copenhagen, Denmark |
| 2022 | Conferences on Digital Experimentation, Boston, MA |
| 2022 | ISMS Marketing Science Conference, Virtual |
| 2022 | Theory + Practice in Marketing, Atlanta, GA* |
| 2021 | Virtual Quant Marketing Seminar, Virtual* |
| 2020 | Workshop on Information System and Economics, Virtual* |
| 2020 | Conferences on Digital Experimentation, Virtual* |

INVITED TALKS

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| 2023 | Jones Graduate School of Business, Rice University |
| 2023 | Isenberg School of Management, University of Massachusetts Amherst |
| 2023 | Fisher College of Business, The Ohio State University |
| 2023 | Naveen Jindal School of Management, The University of Texas at Dallas |
| 2023 | Tuck School of Business, Dartmouth College |
| 2023 | Weatherhead School of Management, Case Western Reserve University |
| 2023 | Carroll School of Management, Boston College |
| 2023 | College of Business, City University of Hong Kong |
| 2023 | CUHK Business School, The Chinese University of Hong Kong |
| 2023 | HKU Business School, The University of Hong Kong |

2023 Nanyang Business School, Nanyang Technological University

GRANTS AND AWARDS

2023 Doctoral Fellows, Fubon Center for Technology, Business and Innovation, New York University

2022 Robert Shoemaker Award, Stern School of Business, New York University

2022 PhD Research Grant, Center for Global Economy and Business, Stern School of Business, New York University

2021 ISMS Marketing Science Doctoral Consortium Fellows

2021 Henry Assael Marketing Research Grant, Marketing Department, Stern School of Business, New York University

2021 PhD Urgent Research Grant, Center for Global Economy and Business, Stern School of Business, New York University

2019-24 Doctoral Fellowships, Stern School of Business, New York University

2015-19 Doctoral Fellowships, Olin School of Business, Washington University in St. Louis

2014 Nominee of the Ferid Murad Medal, DePauw University

2013 J. William Asher and Dorothy A. Asher Award, DePauw University

2012-13 Science Research Fellows, DePauw University

2011-14 Excellent Award for Excellence, DePauw University

TEACHING EXPERIENCE

Instructor

2024-present **Digital Marketing**, Jones Graduate School of Business, Rice University

* MBA Elective

2024-present **Marketing**, Virani Undergraduate School of Business, Rice University

* Undergraduate Core

2021 **Intro to Marketing**, Stern School of Business, New York University

* Undergraduate

2018 **Basics of Stata Programming**, Olin School of Business, Washington University in St. Louis

* MS in Business Analytics

Teaching Fellow/Assistant

2024 **Data Driven Decision Making** (Undergraduate), Stern School of Business, New York University

2022 **Intro to Marketing** (MBA), Stern School of Business, New York University

2022-2023 **Data Driven Decision Making** (MBA), Stern School of Business, New York University

2019 **Causal Inference** (Specialized Masters), Olin School of Business, Washington University in St. Louis

2018 **Stochastic Models for Production and Service System** (PhD), Olin School of Business, Washington University in St. Louis

2018 **Supply Chain Risk Management** (Specialized Masters), Olin School of Business, Washington University in St. Louis

2017 **Managing Operations** (EMBA), Olin School of Business, Washington University in St. Louis

2017 **Innovation & Entrepreneurship** (EMBA), Olin School of Business, Washington University in St. Louis

2017 **Quantitative Decision Making** (PMBA and MBA), Olin School of Business, Washington University in St. Louis

PROFESSIONAL SERVICE

Ad-hoc Reviewer:

Marketing Letters; Production and Operations Management; Journal of the Academy of Marketing Science

MEMBERSHIPS

INFORMS

INFORMS Society for Marketing Science

American Marketing Association

INDUSTRY CONSULTING

2018 Express Script, St. Louis, MO

2017 Belden, St. Louis, MO

2017 West Pharmaceutical, Philadelphia, PA

2016 Anheuser-Busch InBev, St. Louis, MO

SKILLS

Languages English (fluent), Mandarin Chinese (native)

Programming R, C, Python, Stata, Mathematica, \LaTeX

Updated April 2025